



# From Barriers to Breakthroughs: Activating Channel Sales Success

# Speakers



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ALLIANCE  
OF  
CHANNEL WOMEN

# About eTrigue

- “Thru + With” Channel Marketing Programs
- Platform + Services Together
  - ✓ Specialize in Channel
  - ✓ Digital Marketing Program Execution
  - ✓ AI Lead Insights & Sales Performance Tracking
  - ✓ Creative, Content & Execution Team
- Supporting 93 countries, 21 languages
- HQ: San Jose, CA

## Clients:





# From Barriers to Breakthroughs: Activating Channel Sales Success

# Agenda

- **The critical gap between enablement and adoption**

Why training and content alone don't change behavior, and how to tie enablement directly to real deal progression

- **Proven communication frameworks that drive engagement**

Establishing structured cadences and consistent touchpoints that keep partners actively selling

- **How to gain visibility into partner activity**

Improving forecasting accuracy, pipeline attribution, and making data-driven decisions about partner investment

# Top 5 Channel Sales Challenges

## Challenge 1: Partner Overload

- ✓ Partners represent too many vendors
- ✓ Your product isn't top-of-mind

## Challenge 2: Misaligned Incentives

- ✓ Partners don't see clear financial upside
- ✓ Deal registration and MDF friction

## Challenge 3: Enablement Without Adoption

- ✓ Content ≠ behavior change
- ✓ Training not tied to real deals



## Challenge 4: Poor Communication & Follow-Up

- ✓ Inconsistent touchpoints
- ✓ No structured cadence

## Challenge 5: Lack of Visibility

- ✓ No insight into partner activity
- ✓ Weak forecasting and attribution

# What Top Performing Channel Teams Do Differently

- Segment Partners instead of treating them equally
- Build action-based enablement (playbooks, campaigns)
- Use clear partner journeys (onboard – activate – scale)
- Create predictable engagement rhythms
- Measure activity, not just revenue



# Partner Engagement Strategies

How to Re-engage inactive or underperforming partners and turn them into consistent sellers

## Segment Before you Activate

Treating All Partners the Same Kills Engagement

- Focus 80% of effort on top 20% revenue potential

## Align Incentives to Behavior (Not Just Revenue)

Waiting for Closed Deals is Too Late

- First Deal Registered
- First Campaigns Launched
- Certifications Completed
- Pipeline Creation

## Replace Training with “Sell Ready” Playbooks

Focus Partners on Selling

- 1-page pitch
- ICP Targets
- Email templates
- Call Scripts
- Objection Handling

## Make it Easy to Do Business

Complexity Kills Participation

- Simplify Deal Registration
- Faster Approvals
- Clear Pricing/Margins
- Easy to Find Assets

# Partner Engagement Strategies

How to Re-engage inactive or underperforming partners and turn them into consistent sellers

## Create a Structured Engagement Cadence

### Silence = disengagement

- Bi-weekly check-ins
- Quarterly business reviews
- Regular pipeline calls
- Shared goals

### Why it works:

Accountability keeps your solution top-of-mind.

## Launch Co-Sell or Co-Marketing Campaigns

### Don't just enable, work along side them

- Top of funnel nurture
- Joint webinars
- Executive roundtables / live events
- MDF backed campaigns

## Provide Clear “Next Steps” to GTM Together

### 30-60-90 day action plan

- Week 1: certify
- Week 2: build target list
- Week 3: launch campaign
- Month 2: first deal

### Why it works:

Removes uncertainty about what to do next.

## Spotlight Top Partners & Performance

### Recognition Motivates

- Spotlights
- Leaderboards
- Success Stories
- Awards/Incentives

# Heading into 2026...Channel Sales Growth

- Select and prioritize focus Partners for 2026
- Audit your Partner Engagement
- Run programs that align with Partner type
- Provide easy access to marketing resources, tools & programs
- Define 3 metrics that matter
- Increase Partner Enablement & measure YOY Partner Growth





Questions?

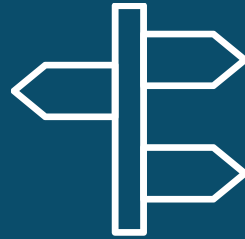
# Get a Complimentary Partner Marketing Roadmap:



Peer  
Rankings



Personal  
guide to scale  
partner  
marketing



Tips on what  
to prioritize  
for the most  
impact



[eTrigue.com/Roadmap](https://etrigue.com/Roadmap)



*Let's meet:*  
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